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Market Pacesetters
(Young Adults)

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Market Pacesetters
(Young Adults)

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TABLE OF CONTENTS

	Page
INTRODUCTION	1
THE SIZE OF THE MARKET	2
POPULATION TRENDS	2
REGIONAL DISTRIBUTION OF THE POPULATION	7
GEOGRAPHICAL MOBILITY	7
MARITAL STATUS	8
FAMILY & NON-FAMILY HOUSEHOLDS	9
REGIONAL GROWTH	12
SINGLES & UNRELATED HOUSEHOLDS	12
FAMILY HEADS	14
EDUCATIONAL LEVELS/SCHOOL ENROLLMENT	15
LABOR FORCE/EMPLOYMENT	20
LABOR FORCE PROJECTIONS	22
WOMEN IN THE LABOR FORCE	23
EMPLOYMENT BY OCCUPATION	24
INCOME	26
HOUSEHOLDS	26
SINGLES/UNRELATED HOUSEHOLDS	29
PERSONAL	30
SPENDING PATTERNS	31
SCHEDULE OF ADDITIONAL FACT FILES	35

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MARKET PACESETTERS (YOUNG ADULTS)

Introduction

For over two decades the attention of marketers has been concentrated on the Youth Market, which had been brought to its unprecedented importance by the tremendous baby boom that occurred after World War II.

Now this baby boom era population has aged. It is moving into mature age groups, 25 - 44, which in the next decade will be the fastest growing segment, with tremendous importance as it reaches peak earning power and economic clout. Meanwhile, the 18-to-24 year olds will decline in number and influence. The 25-44 year old segment will virtually dominate the entire baby boom generation, with the 35-44 group showing the fastest growth, gaining a million a year through the next decade. Four out of every nine additional households will be headed by someone between 35 and 44.

Within the growing young adult market is an unusually well-favored group, the Superclass or Market Pacesetters, who have a concentration of buying power that is unique.

These are the well-educated, professional-managerial working couples who command more discretionary income than any other group. They have distinct lifestyles and buying patterns, dressing differently, eating differently, traveling to different places and having different values than other Americans. They have fewer children than households in this age group in the past, and more time and money to cater to their own needs and desires.

Marketers' attempts to keep up with this emerging market force are becoming very evident. New magazines designed to appeal to the special interests of the young adults are coming out almost daily, older publications are being restyled, television programming is changing, new leisure products are being developed to catch their fancy.

Many questions may arise regarding the future course of these young adults as they encounter the tremendous competition ahead and realities that do not merge with the great expectations that tend to be centered to such a great degree on personal development and satisfaction. Regardless of this, they are now emerging as a tremendous force that will dominate the marketplace for many years ahead.

Audrey S. Balchen, Director
Market Research Division

THE SIZE OF THE MARKET

Population Trends

The changing structure of the U.S. population in terms of age groups was a major development in the 1970's. The concentration of numbers among the youth population began a shift that is continuing into older age groups—a shift having enormous repercussions on marketing plans and strategy. At the same time economic and political developments have fostered changes in outlook toward a more conservative stance on the part of young adults.

In 1979 the size of the U.S. population age 18 to 24 years showed a 19.7% gain over the number reported for 1970, bringing the total to 29.3 million. There were 35 million persons age 25 to 34, representing a gain of 39.3% in 1979 compared with 1970. Meanwhile, the overall gain in the total population was only 8.0%.

The 25-34 group represented 15.9% of the U.S. population in 1979, up from 12.3% in 1970. The 35-44 year group represented 11.4% in both 1979 and 1970, while the 18-24 group increased from 12.0% to 13.3%.

The tremendous growth in the 25-34 group was a result not only of the early part of the baby boom years (1945 to 1954), but also reflects the relatively small size of this age group in 1970 due to the low birth totals that prevailed in 1936 to 1945.

The 25-34 group will continue to grow, but at a slower rate than noted in recent years. The bulge in the population is shifting over to older groups, and the 35-44 year group will show the fastest growth in the 1980's and 1990's. By 1985, it is expected that the population age 35 to 44 will show a gain of about 25% compared with the 1979 level, while the 25-34 group will show a gain of about 14%. The 18-24 group, on the other hand, will show a complete reversal of the trends in the 1970's, and by 1985 will diminish in size, falling below the 1979 total.

Total U.S. Population Age 18-44 Years, 1970, 1979, Projected 1985, 1990
(in thousands)

Year	Total	Male	Female
1970			
Total, 18-44 years	72,814	36,119	36,696
18-24	24,455	12,322	12,134
25-34	25,146	12,448	12,698
35-44	23,213	11,349	11,864
1979			
Total, 18-44 years	89,445	44,437	45,008
18-24	29,285	14,762	14,523
25-34	35,024	17,402	17,622
35-44	25,136	12,273	12,863
1985			
Total, 18-44 years	99,089	49,227	49,861
18-24	27,854	14,028	13,825
25-34	39,859	19,825	20,034
35-44	31,276	15,374	16,002

(continued)

THE SIZE OF THE MARKET

Population Trends (continued)

Total U.S. Population Age 18-44 Years, 1970, 1979, Projected 1985, 1990
(in thousands)
(continued)

Year	Total	Male	Female
1990			
Total, 18-44 years	102,827	51,066	51,758
18-24	25,148	12,678	12,470
25-34	41,086	20,424	20,663
35-44	36,592	17,964	18,626

Source: U.S. Bureau of the Census, Current Population Reports, Series P-25, Nos. 614, 870, 704 (Series II Projections).

Trends in the 18-44 Population, 1970-1990

Percent Change in Population

	Total		
	1979/70	1985/79	1990/85
Total, all ages	+ 7.7%	+ 5.6%	+ 4.6%
18-44 years, total	+22.3	+10.8	+ 3.8
18-24	+18.6	- 4.9	- 9.7
25-34	+38.5	+13.8	+ 3.1
35-44	+ 8.6	+24.8	+16.6

	Male			Female		
	1979/70	1985/79	1990/85	1979/70	1985/79	1990/85
Total, all ages	+ 7.2%	+ 5.5%	+ 4.5%	+ 8.1%	+ 5.6%	+ 4.6%
18-44 years, total	+22.5	+10.8	+ 3.7	+22.1	+10.8	+ 3.8
18-24	+18.7	- 5.0	- 9.6	+18.5	- 4.8	- 9.8
25-34	+39.0	+13.9	+ 3.0	+38.0	+13.7	+ 3.1
35-44	+ 8.5	+25.3	+16.8	+ 8.8	+24.4	+16.4

Percent to Total U.S. Population

	Total			
	1970	1979	1985	1990
Total, all ages	100.0%	100.0%	100.0%	100.0%
18-44 years, total	35.7	40.6	42.5	42.4
18-24	12.0	13.3	12.0	10.3
25-34	12.3	15.9	17.1	16.9
35-44	11.3	11.4	13.5	15.0

(continued)

Population Trends (continued)

Trends in the 18-44 Population, 1970-1990
(continued)

Percent to Total U.S. Population
(continued)

	Male				Female			
	1970	1979	1985	1990	1970	1979	1985	1990
Total, all ages	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
18-44 years, total	36.2	41.3	43.4	43.1	35.2	39.8	41.7	41.4
18-24	12.4	13.7	12.4	10.7	11.7	12.8	11.6	10.0
25-34	12.5	16.2	17.5	17.2	12.2	15.6	16.8	16.5
35-44	11.3	11.4	13.6	15.2	11.3	11.4	13.4	14.9

Source: U.S. Bureau of the Census, Current Population Reports, Series P-25, Nos. 614, 870, 704 (Series II Projections, which represent the middle of a series of three projections on future population size).

In summary, over the next 10 years, while the U.S. population is expected to expand by somewhat less than 10%, persons in the 25-44 age bracket will increase in number over twice as fast. Just about all other segments of the population will grow at a less than average rate, or remain static. By the end of the 1980's there will be some 20 million more Americans than at the start of the decade. Of that number, 16 million will be accounted for by persons aged 25-44. The 35-44 age group will expand most rapidly, particularly in the second half of the period; the 25-34 group will be growing more slowly, but still at a very substantial pace. This is the key age for the formation of new households, bringing with it the demand for housing and home furnishings.

Pending release of findings in the complete census of population, covering the year 1980, the following for 1979 are the latest counts on the number of men and women by specific years of age within the 18-44 age bracket.

Population of the U.S. by Sex & Race, 18-44 Years of Age: July 1979

Total Including Armed Forces Overseas

(in thousands)

	Total			White			Black & Other Races		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total, 18-44 yrs.	89,445	44,437	45,008	77,129	38,645	38,482	12,317	5,793	6,525
18-24 years	29,284	14,762	14,523	24,863	12,591	12,271	4,421	2,171	2,251
18	4,291	2,172	2,119	3,625	1,839	1,786	666	334	333
19	4,267	2,155	2,112	3,612	1,829	1,782	655	325	330
20	4,356	2,207	2,149	3,683	1,871	1,812	674	337	589
21	4,234	2,151	2,085	3,603	1,837	1,766	631	314	317
22	4,156	2,093	2,064	3,534	1,790	1,744	623	302	320
23	3,952	1,975	1,977	3,363	1,693	1,670	589	285	307
24	4,027	2,008	2,019	3,443	1,732	1,711	584	276	308
25-34 years	35,025	17,402	17,622	30,309	15,219	15,090	4,716	2,184	2,532
25	3,897	1,946	1,951	3,343	1,685	1,658	554	262	292
26	3,746	1,869	1,876	3,231	1,628	1,603	515	273	433
27	3,699	1,841	1,858	3,184	1,602	1,582	515	239	277
28	3,617	1,797	1,820	3,122	1,568	1,555	494	229	266
29	3,482	1,727	1,754	2,997	1,503	1,495	484	225	260
3	3,697	1,834	1,863	3,171	1,590	1,581	526	244	282
31	3,495	1,738	1,757	3,052	1,533	1,519	443	204	238
32	3,788	1,884	1,904	3,352	1,684	1,669	435	200	235
33	2,741	1,357	1,384	2,382	1,193	1,189	359	164	196
34	2,865	1,409	1,454	2,473	1,232	1,241	390	177	213
35-44 years	25,136	12,273	12,863	21,957	10,835	11,121	3,180	1,438	1,742
35	2,897	1,421	1,476	2,530	1,254	1,276	366	167	200
36	3,060	1,501	1,559	2,698	1,337	1,361	362	164	198
37	2,696	1,318	1,377	2,354	1,164	1,190	342	155	187
38	2,545	1,243	1,303	2,215	1,094	1,121	330	149	181
39	2,417	1,177	1,239	2,105	1,037	1,068	311	140	171
40	2,384	1,160	1,224	2,080	1,024	1,057	304	137	167
41	2,358	1,148	1,210	2,057	1,013	1,045	301	135	166
42	2,288	1,114	1,174	1,997	983	1,014	291	131	160
43	2,263	1,101	1,161	1,977	972	1,005	286	129	157
44	2,229	1,089	1,140	1,943	958	984	286	131	155

(continued)

Population of the U.S. by Sex & Race, 18-44 Years of Age: July 1979
Total Including Armed Forces Overseas
(in thousands)

	Total			White			Black & Other Races		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
Resident Population (in thousands)									
Total, 18-44 years	88,968	43,994	44,974	76,954	38,318	38,457	12,195	5,678	6,516
18-24	29,030	14,529	14,501	24,680	12,426	12,254	4,350	2,105	2,246
25-34	34,863	17,252	17,611	30,186	15,105	15,083	4,677	2,148	2,528
35-44	25,075	12,213	12,862	21,908	10,787	11,120	3,168	1,425	1,742
Civilian Population (in thousands)									
Total, 18-44 years	83,412	42,541	44,869	75,538	37,152	38,375	11,884	5,390	6,494
18-24	24,190	13,758	14,430	24,024	11,825	12,200	4,166	1,935	2,230
25-34	34,370	16,790	17,580	29,786	14,727	15,058	4,584	2,062	2,522
35-44	24,852	11,993	12,859	21,718	10,600	11,117	3,134	1,393	1,742
Median Age (years)	30.1	29.0	31.3	31.1	29.8	32.3	24.9	23.7	26.1

Based on total U.S. population

Source: U.S. Bureau of the Census,
Current Population Reports, Series P-25, No. 870.

SIZE OF THE YOUNG ADULT MARKET

Regional Distribution of the Population

The largest concentration of young adults (18 to 44 years of age) in the U.S. is in the East North Central Region (Ohio, Indiana, Illinois, Michigan and Wisconsin). In 1979 this region had 18.9% of the nation's total population in this age bracket.

As a percent of the total population in each region, however, young adults were most heavily concentrated in the Pacific region (Washington, Oregon, California, Alaska and Hawaii) In this region the population 18 to 44 years old accounted for 42.4% of the total— up from 37.3% in 1970.

Regional Distribution of the U.S. Population, 18-44 Years of Age, 1979

	Total Population (thous.)	Population 18-44 Number	%	% of Regional Total 1979	1970
Population 18 to 44 years old	220,100	88,968	100.0%	40.4%	35.3%
Regions					
Northeast	12,291	4,969	5.6	40.4	34.6
Middle Atlantic	36,711	14,301	16.1	39.0	34.5
East North Central	41,287	16,791	18.9	40.7	34.9
West North Central	17,118	6,809	7.6	39.8	33.6
South Atlantic	34,976	14,173	15.9	40.5	36.3
East South Central	14,105	5,594	6.3	39.7	34.8
West South Central	22,470	9,097	10.2	40.5	35.4
Mountain	10,673	4,361	4.9	40.9	36.0
Pacific	30,469	12,873	14.5	42.2	37.3

Source: U.S. Bureau of the Census, Current Population Reports, Series P-25, Nos. 875.

Geographical Mobility

Movers typically have different characteristics than persons who do not move. The impact of mobility on the areas of origin as well as of destination may very well change the demographic character of these areas even if the in—out flows balance out. If an area has a net loss of population, the movers are likely to be younger and better educated than those left behind.

The highest mobility rates are found among persons in their twenties when many are establishing their own households, starting new jobs, finishing school or service in the Armed Forces, or getting married.

In the four-year period between March 1975 and March 1979, according to the U.S. Census Bureau, 72% of the persons 25 to 29 years old in 1979 and 63% of those 20 to 24 years old had changed residence, compared with only 40% of the total population four years old and over.

The higher the level of education, the greater likelihood of a move. Between March 1975 and March 1979, only 26% of persons who had completed eight or more years of school moved to a different house in the U.S., while 39% of those with one to four years of high school, and 48% of those with at least some college moved.

Geographical Mobility (continued)

Mobility of the Population 20-44 Years of Age, By Sex
(From March 1975 to March 1979)

	Male (By Age)				Female (By Age)			
	20-24	25-29	30-34	35-44	20-24	25-29	30-34	35-44
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Same house (nonmovers)	38.6	24.5	37.4	57.2	29.7	25.6	43.7	62.7
Central cities of SMSA's	10.5	7.5	9.2	13.3	8.6	7.9	11.9	15.8
Balance of SMSA's	16.6	8.7	15.7	25.4	13.5	9.7	17.9	26.9
Outside SMSA's	11.5	8.3	12.4	18.5	7.7	8.0	13.8	19.9
Different house in U.S. (movers)	58.4	71.8	60.5	41.1	68.3	72.1	54.5	35.9
Movers from abroad	3.1	3.6	2.1	1.7	2.0	2.3	1.8	1.4

Source: U.S. Bureau of the Census, Current Population Reports, Population Characteristics, Series P-20, No. 353.

MARITAL STATUS

After age 24, the majority of young adults in the U.S. population are married and living with their spouses, although the trend has been for marriage at a later age. In 1979, the median age at first marriage for males was 24.4—the oldest reported since 1920, when it was 24.6 years. For females, the median age at first marriage in 1979 was 22.1, the oldest median recorded by the Census Bureau.

Marital Status of Person 18-44 Years of Age in the U.S., March 1979

	Age Groups					
Males	18-19	20-24	25-29	30-34	35-39	40-44
Total (thousands)	4,017	9,713	8,812	7,907	6,458	5,482
Marital status:	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Single	94.9	67.4	30.2	14.9	8.2	8.4
Married - spouse present	4.2	28.8	61.4	73.6	81.6	80.2
Other status	0.9	3.8	8.4	11.5	10.2	11.4
Females						
Total (thousands)	4,184	10,136	9,128	8,206	7,827	5,844
Marital status:	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Single	83.1	49.4	19.6	9.5	6.6	5.1
Married - spouse present	14.2	43.1	67.0	74.4	77.2	75.6
Other	2.7	7.5	13 4	16.1	16.2	19.3

Source: U.S. Bureau of the Census, Current Population Reports, Series P-20, No. 349.

FAMILY & NON-FAMILY HOUSEHOLDS

As of March 1980 there was a total of 79.1 million households in the United States, an increase of 15.7 million, or 24.7%, compared with the 1970 total. This total consisted of family households and non-family households—the later made up of individuals living alone or of unrelated individuals living together.

While the total count on households rose 24.7%, a much sharper gain was noted in the number of households with heads up to 45 years of age in 1980 compared with 1970, particularly households with heads 30 to 34 years of age, which showed a gain of 60.5%. The growing tendency of young adults to live independently from parents before forming families of their own was a factor in the sharp gains noted in households with younger heads, as well as the large number of young adults entering the ages at which they form households.

Households in the U.S. With Heads Under 45 Years of Age, 1970-1980

	Number (in thousands)					% Change	% To Total	
	1980	1979	1978	1977	1970	1980/1970	1980	1970
All U.S. households	79,080	77,330	76,030	74,142	63,401	+ 24.7%	100.0%	100.0%
Households with heads under 45, tot l	38,170	36,666	36,020	34,640	27,878	+ 36.9	48.3	44.0
Under 25 years	6,362	6,342	6,220	5,991	4,341	+ 46.6	8.1	6.8
25 to 29 years	8,912	8,679	8,598	8,385	6,152	+ 44.9	11.3	9.7
30 to 34 years	8,986	8,317	8,233	7,782	5,600	+ 60.5	11.4	8.8
35 to 44 years	13,910	13,328	12,969	12,482	11,785	+ 18.0	17.6	18.6

Projected Growth in Households With Heads Under 45 Years of Age, 1985-1995

	Number (in thousands)			% Change		% To Total	
	1995	1990	1985	1995/1985	1990/1980	1995	1985
All U.S. households	107,528	98,950	89,705	+19.9%	+25.1%	100.0	100.0
Households with heads under 45, total	55,233	51,874	46,191	+19.6	+35.9	51.4	51.5
Under 25 years	7,597	7,112	7,137	+ 6.4	+11.8	7.1	8.0
25 to 29 years	10,736	11,261	10,693	+ 0.4	+26.4	10.0	11.9
30 to 34 years	13,063	12,467	10,840	+20.5	+38.7	12.1	12.1
35 to 44 years	23,837	21,034	17,521	+36.0	+51.2	22.2	19.5

Source: U.S. Bureau of the Census, Current Population Reports, Series P-25, No. 357, 805 (Series A--highest of a series of four projections).

FAMILY & NON-FAMILY HOUSEHOLDS

A first-step in defining the lifestyles of young adults can be taken by looking at basic information on their living arrangements—whether living with families as family heads, as family members, or in separate households, either alone or with unrelated people.

Most young adults live in family situations, either as head or family member. For males, the lowest percentage in terms of age groups was noted among men 25 to 29 and 20 to 24 years of age. The percentage in each of these groups who lived in families was 78.2% and 79.2%, respectively. This compares with 85% or more among males in age groups ranging up to 45. The remainder live in households consisting of unrelated individuals or live alone.

The percentage of women who live in family situations was higher than the comparable figures by age brackets for men. The lowest percentage of young women living in families was in the 20-24 age group—83.0% (which compares with 79.2% noted for men in this bracket).

Family/Household Status of Persons 18 to 44 Years of Age, by Sex, 1979

	Age Groups (number in thousands)						
	Total	18-19	20-24	25-29	30-34	35-39	40-44
Males, total	42,389	4,017	9,713	8,812	7,907	6,458	5,482
In families	35,624	3,720	7,692	6,895	6,693	5,732	4,892
Family head	24,696	194	2,954	5,579	5,976	5,419	4,574
Family member	10,928	3,526	4,738	1,316	717	313	318
In non-family households							
Household head*	4,781	160	1,300	1,409	902	585	525
Unrelated household member	1,982	137	721	507	312	141	164
	Percent in Each Age Group						
Males, total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
In families	84.0	92.6	79.2	78.2	84.6	88.8	89.2
Family head	58.3	4.8	30.4	63.3	75.6	83.9	83.4
Family member	25.7	87.8	48.8	14.9	9.1	4.8	5.8
In non-family households							
Household head*	11.3	4.0	13.4	16.0	11.4	9.1	7.8
Unrelated household member	4.7	3.4	7.4	5.8	3.9	2.2	3.0
Females, total	44,325	4,184	10,136	9,128	8,206	6,827	5,844
In families	39,628	3,812	8,414	7,910	7,573	6,437	5,482
Family head	4,757	97	680	1,016	1,112	956	896
Family member	34,871	3,715	7,734	6,894	6,461	5,481	4,586
In non-family households							
Household head*	3,078	145	976	896	467	298	296
Unrelated household member	1,619	227	746	322	165	93	66

(continued)

Family/Household Status of Persons 18 to 44 Years of Age, by Sex, 1979
(continued)

	Total	Percent in Each Age Group					
		18-19	20-24	25-29	30-34	35-39	40-44
Females, total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
In families	89.4	91.1	83.0	86.7	92.3	94.3	93.8
Family head	10.7	2.3	6.7	11.1	13.6	14.0	15.3
Family member	78.7	88.8	76.3	75.5	78.7	80.3	78.5
In non-family households							
Household head*	6.9	3.5	9.6	9.8	5.7	4.4	5.1
Unrelated household member	3.7	5.4	7.4	3.5	2.0	1.4	1.1

*The Census Bureau calls these primary individuals. They may live alone or with unrelated persons. Of the 4,781,000 males in the 18-to-44 age group who are in this category, 3,433,000 males (71.8% of the total) lived alone. Of the female heads of unrelated households, numbering 3,078,000 in the 18-to-44 age group, 2,348,000 (76.3% of the total) lived alone.

Source: Based on U.S. Bureau of the Census, Population Characteristics, Series P-20, No. 349.

Household growth is difficult to predict since much depends on choices in life-style. Lifestyles have changed rapidly in the past 10 years and could change again in unforeseen ways. Reflecting this uncertainty, the Census Bureau has issued four projections of household growth in the 1980's. They range from a 23% increase from an estimated 80 million households in 1980 to a 16% gain—with a difference of over five million households.

The "baby boom" generation, which moved into young adult and middle age in the 1980's, generally left their parents' homes at an earlier age than in earlier years. Another development has been that many have married later, or not at all. The proportion of women between age 25 and 29 who had never married rose to 19.6% in 1979 from 10.5% in 1960; for men, the proportion increased to 30.2% from 28%.

Among those who did marry, divorce was increasingly common. The divorce rate since 1970 has about doubled overall, but the rate for those between 30 and 44 has been even higher. All this has contributed to a great increase in the unrelated households and single households.

Whether the baby boom group will return to more traditional lifestyle patterns is a question. If it does, household growth could be sluggish as fewer people will reach the household-establishing age in the 1980's than in the past decade. But if present trends continue, household growth would be rapid.

Regional Growth

The fastest growth in all regions of the country in the years ahead will be in households with heads age 35 to 44 years. The greatest concentration of these households will be in the South, where the number is expected to increase by almost 29% in 1985 compared with 1980, and by over 20% in 1990 compared with 1985.

Trends in the Number of Young Families & Unrelated Individuals (Consumer Units) By Regions, 1980-1990
(Number in thousands)

Region & Age (Householder)	1980	1985	1990	% Change 1985/1980	% Change 1990/1985
Northeast					
Under 25	1,448	1,482	1,444	+ 2.3%	- 2.6%
25 - 34	4,082	4,505	4,894	+10.4	+ 8.6
35 - 44	3,286	4,052	4,610	+23.3	+13.8
North Central					
Under 25	2,358	2,319	2,158	- 1.6	- 6.9
25 - 34	5,175	5,806	6,108	+12.2	+ 5.2
35 - 44	3,640	4,576	5,361	+25.7	+17.1
South					
Under 25	2,630	2,728	2,741	+ 3.7	+ 0.5
25 - 34	6,370	7,365	7,891	+15.6	+ 7.1
35 - 44	4,803	6,190	7,461	+28.9	+20.5
West					
Under 25	2,265	2,526	2,761	+11.5	+ 9.3
25 - 34	4,510	5,212	5,641	+15.5	+ 8.2
35 - 44	3,033	3,917	4,735	+29.1	+20.9

Source: American Demographics, March 1981 based on data supplied by The Planning Economics Group, Boston.

Singles & Unrelated Households

As noted, a dramatic increase has occurred in the number of American households consisting of persons living alone. According to a U.S. Census Bureau report, more than one-fifth of all households in 1979 were single-person households. The number of such households grew by nearly 60% over a nine-year period, from 10.9 million in 1970 to 17.2 million in 1979.

Although 62% of all single-person households were maintained by women, the proportion maintained by men exceeds the count for females among persons under 45 and the proportion of male single households has grown more rapidly since 1970 than for women. The largest overall increases during this decade have been for young adult men (under 25) living alone.

(continued)

Singles & Unrelated Households (continued)

Among males up to 45 years of age, over 3.4 million lived alone in 1979, a gain of 184.4% compared with 1970. Men who lived alone and who were under 45 years of age represented over half (53.1%) of all male single households in 1979. This compares with 34.2% in 1970.

Over one-fourth of the men living alone were 25 to 34 years of age in 1979, compared with 15.1% in 1970. The fast rate of growth in singles in this age group— up 218% in the nine-year period— is significant for marketers of many types of upscale consumer goods.

Among single householders under 45 years of age, men outnumber women. Most women living alone are 45 or over, younger women representing only about 22%. However, this compares with their 13.1% share of the total in 1970. As in the case of men, the fastest growth in the loners under 45 has been noted in the 25-34 age group.

The fast growth in single-person households among young adults has come during a period of postponement of first marriages as well as rising divorce rates. It may also reflect an increasing desire among young adults to seek advanced education and careers before marriage. The postponement of marriage by young adults continues to increase. Among women 20-24 nearly half had never married, according to a report for 1979 by the Census Bureau. This marks an increase of two-thirds in the proportion of singles since 1960. Delay of first marriages continues to a lesser extent, among women 25 to 29.

A study by Chase Econometrics published early in 1981 indicated that by 1990 half of all U.S. households will be single-person, one-income households. It was pointed out that these trends suggest that mass-market consumer goods and services face a disappointing decade, while luxury goods and services should fare well. A person living alone tends to spend more money on companionship-related activities like travel and entertainment than a family does. People who live alone have more or less the same fixed costs that a working couple has, but they have less income, so they save less. Since there is no one with which to share the chores, singles tend to buy more services, from car repair to lawn care.

Singles tend to spend more on luxury durables like cars, but less on such items as appliances, since so many of them live in apartments. In a study of spending patterns by family size, the brokerage firm of Loeb Rhoades & Co. found that the average person who lives alone spends as much on restaurant meals as married couples do and only slightly less than a family of three.

According to a projection by the U.S. Census Bureau, about 26% of all households will consist of only one person by 1985. Other sources estimate singles will account for 30% or more by that year. However, the trend may be slowed if the tendency of unmarried couples to live together increases and if the marriage rate goes up among young people.

Singles & Unrelated Households (continued)

Persons Living Alone by Sex & Age, 1970, 1979

	1979		1970		% Change
	Thous.	%	Thous.	%	1979/1970
Males living alone					
Total, all ages	6,464	100.0%	3,532	100.0%	+ 83.0%
Under 45 years of age	3,433	53.1	1,207	34.2	+184.4
Under 25 years	870	13.5	274	7.8	+217.5
25 to 34	1,701	26.3	535	15.1	+217.9
35 to 44	862	13.3	398	11.3	+116.6
Females living alone					
Total, all ages	10,738	100.0%	7,319	100.0%	+ 46.7%
Under 45 years of age	2,348	21.8	953	13.1	+146.4
Under 25 years	751	7.0	282	3.9	+166.3
25 to 34	1,079	10.0	358	4.9	+201.4
35 to 44	518	4.8	313	4.3	+ 65.5

Source: Based on U.S. Bureau of the Census, Population Characteristics, Series P-20, No. 349.

Most unrelated individuals, who live alone or with someone other than family members, who are in the 25-to-44 year age group, live within Standard Metropolitan Areas, and more specifically, within central cities. In 1979, 42.8% of the males of this age and 46.6% of the females lived in central cities; other parts of the Standard Metropolitan Areas accounted for 38.0% of the males, 36.5% of the females age 25-44.

One out of four females and 21.5% of males classified as "unrelated individuals," who were 25 to 44 years of age, lived in the largest SMA's (having a population of 3,000,000 or more).

Family Heads

Of all families in the U.S., numbering 57,804,000 in 1979, half had a head under 45 years of age. Most of the families headed by a person 25 to 44 years of age were home owners rather than renters. The percentage without children under 18 dropped from 28.3% among families with a head 25 to 29 years of age down to 13.5% of those with a head age 35 to 44.

(continued)

FAMILY & NON-FAMILY HOUSEHOLDS

Family Heads (continued)

Selected Characteristics of Families by Age of Head, Under 45 Years, 1979

	Age of Head (Years)									
	Total		Under 25		25-29		30-34		35-44	
	Thous.	%	Thous.	%	Thous.	%	Thous.	%	Thous.	%
Total families	29,069	100.0%	3,837	100.0%	6,473	100.0%	7,005	100.0%	11,754	100.0%
Tenure:										
Owner families	18,689	64.3	1,229	32.0	3,520	54.4	4,843	69.1	9,097	77.4
Renter families	10,379	35.7	2,607	68.0	2,952	45.6	2,163	30.9	2,657	22.6
Public housing	798	2.7	180	4.7	196	3.0	160	2.3	262	2.2
Private housing	9,581	33.0	2,427	63.3	2,756	42.6	2,003	28.6	2,395	20.4
Size of family:										
2 persons	7,008	24.1	2,001	52.1	2,168	33.5	1,323	18.9	1,516	12.9
3 or more persons	22,061	75.9	1,836	47.9	4,305	66.5	5,682	81.1	10,238	87.1
With own children, any age	21,469	73.9	2,169	56.5	4,644	71.7	5,963	85.1	10,693	91.0
Average no. under 18	--	--	1.39		1.71		2.03		2.26	

Source: U.S. Bureau of the Census, Current Population Reports, Series P-20, No. 352.

EDUCATIONAL LEVELS/SCHOOL ENROLLMENT

The nation's young adults at the present time have completed substantially more years of school than earlier generations did. U.S. Census Bureau surveys show that 85% of persons age 25 to 34 years in 1979 were high school graduates. In 1970, only 74% of the population in this age group were high school graduates.

Among people 25 to 44 years of age, male college graduates continue to outnumber female graduates, although there has been a substantial increase in both groups since 1970. In 1979 close to 28% of the 24-to-34 year old males were college graduates compared with 19.7% in 1970. Comparable figures for women were 20.0% versus 12.0%. The continually rising level of education, with its accompanying higher salaries, is a change of great significance to marketers.

(continued)

Years of School Completed by the U.S. Population 18-44 Years of Age, 1979

Males	Total 18-44	Age (Years) 18-19	20-24	25-29	30-34	35-39	40-44
Total population (thous.)	42,389	4,017	9,713	8,812	7,907	6,458	5,482
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Schooling:							
Less than 4 yrs. high school	19.3	41.9	15.5	13.7	14.7	19.4	25.1
4 years of high school	38.7	47.0	43.4	36.4	33.4	37.6	36.8
College:							
1 - 3 years	22.0	11.1	31.5	24.1	22.0	16.9	15.8
4 years or more	20.0	--	9.6	25.8	29.9	26.1	22.3
Median school years completed: 1979		12.2	12.8	13.0	13.3	12.8	12.7
1972		12.2	12.8	12.8	12.6	12.3	
Females							
Total population (thous.)	44,325	4,184	10,136	9,128	8,206	6,827	5,844
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Schooling:							
Less than 4 yrs. high school	20.0	34.6	15.7	15.0	17.7	21.9	25.8
4 years of high school	45.6	51.5	45.5	42.0	44.5	45.9	47.3
College:							
1 - 3 years	20.1	13.9	28.9	22.0	18.4	15.9	13.3
4 years or more	14.3	--	9.9	21.0	19.4	16.2	13.6
Median school years completed: 1979		12.3	12.8	12.8	12.7	12.6	12.5
1972		12.3	12.5	12.8	12.6	12.3	

Source: Based on U.S. Bureau of the Census, Current Population Reports, Series P-20, No. 356.

College Enrollment

As of 1979, 72.4% of the male college students 18-34 years of age were enrolled full-time, and 66.6% of the female students in the same age group. The number of women enrolled in college has increased dramatically, showing a rise of 66.5% in 1979 compared with 1970, while enrollment of males rose about 14% in the same span, for an overall gain of 35.1%.

Male college students still outnumbered females in the 20-29 year age group, however, but not among college students age 18 and 19, or among students over 29 years of age.

(continued)

College Enrollment (continued)

College Enrollment of Persons 18-34 Years of Age, 1979

	Total		Males		Females	
	Thous.	% of Total*	Thous.	% of Total*	Thous.	% of Total*
Enrolled in college						
Total, 18-34 years	9,665**	15.0%	4,864	15.1%	4,801	14.9%
18 - 19	2,844	33.2	1,341	31.0	1,503	35.5
20 - 24	4,146	20.0	2,167	20.8	1,979	19.2
25 - 29	1,679	9.1	893	9.7	786	8.5
30 - 34	996	6.0	463	5.6	533	6.4

* Represents the percent of the total population by sex and by age in each group.
**Of this total, 6,719 thousand students were on a full-time basis, including 3,521 thousand men, 3,198 thousand women.

Source: U.S. Bureau of the Census, Current Population Reports, Series P-20, No. 350.

Total School Enrollment

Of the male civilian population age 18 to 24 years, 30.2% were enrolled in schools of some type in 1979, either as part-time or full-time students. Although there was a 5.7% increase in the number of students compared with the 1970 total, men, age 18 to 24, who were enrolled in schools represented 37.4% of the population in this age group in 1970—the unusually high percentage prevailing in the early 1970's reflected the military draft requirements prevailing at that time.

There was a sharp increase in the percentage of women 18 to 24 years of age who were enrolled in school in 1979 compared with 1970, particularly in the 20-24 age group, where students represented 20.2% of the civilian noninstitutional population in this age/sex group in 1979 compared with 15.1% in 1970. There is a greater tendency among young women with jobs to attend school than noted for men. Over a third of the women 18 to 19 who were working were enrolled in school, compared with 29% of the men in 1979. Comparable figures for the 20-24 year group were 17% for women, 15.4% for men.

(continued)

School Enrollment/Labor Force Status of the Population 18-34 Years Old, 1979
(Numbers in thousands)

Men	18-34		18-19		20-24		25-29		30-34	
	No.	%	No.	%	No.	%	No.	%	No.	%
Total number	30,286	100.0%	4,023	100.0%	9,548	100.0%	8,753	100.0%	7,962	100.0%
Enrolled in school	5,491	18.1	1,874	46.6	2,229	23.3	910	10.4	478	6.0
In Labor Force	3,223	10.6	793	19.7	1,286	13.5	716	8.2	428	5.4
Employed	2,958	9.8	682	16.9	1,160	12.2	693	7.9	423	5.3
Unemployed	266	0.8	111	2.8	126	1.2	24	0.3	5	0.1
Not enrolled in school	24,795	81.9	2,149	53.4	7,319	76.7	7,843	89.6	7,484	94.0
In Labor Force	23,719	78.3	1,932	48.0	6,910	72.4	7,612	87.0	7,265	91.2
Employed	22,359	73.8	1,669	41.5	6,363	66.6	7,284	83.2	7,043	88.5
Unemployed	1,359	4.5	263	6.5	547	5.7	327	3.7	222	2.8
Women										
Total number	32,077	100.0%	4,191	100.0%	10,212	100.0%	9,259	100.0%	8,415	100.0%
Enrolled in school	5,265	16.4	1,819	43.4	2,061	20.2	818	8.8	567	6.7
In Labor Force	2,976	9.3	835	19.9	1,172	11.5	572	6.2	399	4.7
Employed	2,748	8.6	735	17.5	1,087	10.6	543	5.9	383	4.5
Unemployed	228	0.7	99	2.4	84	0.8	29	0.3	16	0.2
Not enrolled in school	26,812	83.6	2,372	56.6	8,151	79.8	8,441	91.2	7,848	93.3
In Labor Force	18,201	56.7	1,752	41.8	5,869	57.5	5,675	61.3	4,903	58.3
Employed	16,588	51.7	1,439	34.3	5,287	51.8	5,270	56.9	4,592	54.6
Unemployed	1,613	5.0	314	7.5	583	5.7	405	4.4	311	3.7

Source: U.S. Bureau of Labor Statistics, Special Labor Force Report 241 (January 1981).

Total School Enrollment (continued)

Employment Status of Population 16 to 34 by Type of School, 1979
(Numbers in thousands)

Men	Total No.	% in the Labor Force	No. Employed (Incl.Agricultural)	% of Nonagricultural Employment	
				Full-Time*	Part-Time
Enrolled in school, 16 to 34 years old	9,248	53.5%	4,947	37.4%	62.6%
Elementary or high school	4,264	47.2	2,015	12.0	88.0
16 & 17 years	3,638	46.0	1,672	6.3	93.7
18 & 19 years	533	50.3	268	25.4	74.6
20 to 34 years	94	79.2	74	92.0	8.0
College, full-time**	3,632	45.0	1,633	22.6	77.4
16 to 19 years	1,338	35.0	469	11.0	89.0
20 to 24 years	1,737	47.6	828	17.5	82.5
25 to 34 years	557	60.4	337	48.6	51.4
College, part-time	1,352	96.1	1,299	88.0	12.0
16 to 19 years	123	86.9	107	64.1	35.9
20 to 24 years	430	96.1	414	82.4	17.6
25 to 34 years	798	97.5	779	94.1	5.9
Women					
Enrolled in school, 16 to 34 years old	8,787	51.3	4,510	33.5	66.5
Elementary or high school	3,803	43.9	1,67.	8.1	91.9
16 & 17 years	3,340	43.8	1,464	4.3	95.7
18 & 19 years	316	44.7	141	12.8	87.2
20 to 34 years	147	45.1	66	78.9	21.1
College, full-time**	3,367	43.5	1,465	13.0	87.0
16 to 19 years	1,544	41.7	643	7.3	92.7
20 to 24 years	1,460	45.8	668	13.2	86.8
25 to 34 years	363	42.4	15'	36.1	63.9

* Covers persons who usually work 35 hours or more or who worked 35 hours in the survey week in October 1979.

**Students attending 12 hours or more of college classes during the average school week were classified as full-time students.

Source: U.S. Bureau of Labor Statistics, Special Labor Force Report 241.

LABOR FORCE/EMPLOYMENT

Among the male population 18 to 24 years of age who were employed, a smaller percentage were enrolled in school in 1979 than noted in 1970, but the reverse was true for the female population of this age, as noted in the following table. The higher percentage of school enrollment among males in the early 1970's undoubtedly reflects reactions to military draft regulations.

School Enrollment & Employment Status of the Population 18-24 Years of Age
1970, 1979

	Men			Women		
1979	Total 18-24	18-19	20-24	Total 18-24	18-19	20-24
Civilian noninstitutional population (thous.)	13,571	4,023	9,548	14,403	4,191	10,212
Enrolled in school (thous.)	4,103	1,874	2,229	3,880	1,819	2,061
% of total population	30.2%	46.6%	23.3%	26.9%	43.4%	20.2%
Employed (thous.)	9,874	2,351	7,523	8,548	2,174	6,374
Enrolled in school (thous.)	1,842	682	1,160	1,822	735	1,087
% of employed enrolled in school	18.7%	29.0%	15.4%	21.3%	33.8%	17.0%
1970						
Civilian noninstitutional population (thous.)	10,385	3,349	7,036	12,167	3,609	8,558
Enrolled in school (thous.)	3,883	1,822	2,061	2,798	1,502	1,296
% of total population	37.4%	54.4%	29.3%	23.0%	41.6%	15.1%
Employed (thous.)	7,000	1,772	5,228	6,234	1,610	4,624
Enrolled in school (thous.)	1,596	635	961	1,108	488	620
% of employed enrolled in school	22.8%	35.8%	18.4%	17.8%	30.3%	13.4%

Source: U.S. Bureau of Labor Statistics.

Total Labor Force (Including Armed Services) Age 18-44

(Numbers in thousands)

Year	Total	Males					Females				
		Total	18-19	20-24	25-34	35-44	Total	18-19	20-24	25-34	35-44
1970	51,218	32,725	2,555	7,378	11,074	10,818	18,494	1,926	4,893	5,704	5,971
1975	59,767	36,275	3,050	8,186	14,456	10,583	23,492	2,407	6,116	8,473	6,496
1979	69,246	40,149	3,149	8,983	16,402	11,615	29,097	2,655	7,100	11,208	8,134
1981 (Feb.)	71,816	41,028	2,918	8,680	17,208	12,042	30,788	2,411	7,152	12,323	8,902
	Percent of Total Non-Institutional Population In Each Group Who Are In Labor Force										
1970	71.0%	91.6%	69.9%	86.6%	96.6%	97.0%	50.6%	53.7%	57.8%	45.0%	51.1%
1975	74.1	90.9	73.0	85.9	95.5	95.8	58.3	58.3	64.3	54.6	55.8
1979	78.2	91.7	73.9	87.6	95.6	95.9	65.5	63.1	69.3	63.9	63.6
1981 (Feb.)	78.1	90.2	69.0	84.9	94.8	95.3	66.2	57.8	68.6	66.4	66.7
	Not in the Labor Force (thousands)										
1970	20,925	3,003	1,099	1,142	422	340	17,922	1,660	3,579	6,972	5,711
1975	20,920	3,627	1,128	1,349	682	468	17,293	1,718	3,403	7,032	5,140
1979	19,330	3,649	1,114	1,275	760	500	15,681	1,555	3,144	6,332	4,650
1981 (Feb.)	20,142	4,430	1,310	1,577	948	595	15,712	1,758	3,272	6,248	4,434
	Employed (Civilian employment in thousands)										
1970	45,473	28,266	1,904	5,230	10,921	10,211	17,207	1,641	4,489	5,372	5,705
1975	52,289	31,319	2,304	6,339	12,891	9,785	20,970	1,941	5,299	7,683	6,047
1979	62,956	36,156	2,475	7,534	15,133	11,014	26,800	2,238	6,358	10,450	7,754
1981 (Feb.)	65,489	35,428	2,082	6,908	15,282	11,156	28,061	1,978	6,309	11,350	8,424
	Unemployed (thousands)										
1970	2,664	1,415	294	478	390	253	1,249	275	586	326	262
1975	5,474	3,041	517	1,059	963	502	2,433	446	769	773	445
1979	4,256	2,098	411	705	659	323	2,158	394	672	716	376
1981 (Feb.)	6,269	3,708	564	1,220	1,306	618	2,561	406	762	920	473
	Unemployment Rate (% of Civilian Labor Force)										
1970	5.5	5.0	13.4	8.4	3.4	2.4	6.8	14.4	7.9	5.7	4.4
1975	11.7	8.8	19.0	14.3	7.0	4.9	10.4	18.7	12.7	9.1	6.9
1979	6.3	5.5	14.2	8.6	4.2	2.9	7.5	15.0	9.6	6.4	4.6
1981 (Feb.)	9.0	9.5	21.3	15.0	7.9	5.5	8.4	17.0	10.8	7.5	5.3

Source: U.S. Bureau of Labor Statistics, Handbook of Labor Statistics, Bulletin 2070 (December 1980); Employment & Earnings (March 1981).

LABOR FORCE/EMPLOYMENT

Labor Force Projections

The U.S. Bureau of Labor Statistics has compiled a series of projections, including high, intermediate and low figures, on the size of the U.S. Labor Force for the years 1985 and 1990. Based on different assumptions regarding the possible rate of growth, projections on the size of the male labor force 16 to 44 years of age range from a low figure of 45.1 million by 1990 to a high of 47.7 million.

Following the trend in population growth by age, the fastest growth in the next few years, particularly among women, will be in the size of the labor force 35 to 44 years of age, with the 25-34 age group showing the second greatest expansion in numbers.

Projected Growth of the Civilian Labor Force by Sex, 16-44 Years of Age
1985, 1990
(in thousands)

	Actual		Projections					
			High		Intermediate		Low	
Males	1970	1977	1985	1990	1985	1990	1985	1990
16 - 44 years old	31,490	38,368	4,522	47,711	44,608	46,150	43,891	45,106
16 - 19	4,006	4,985	4,589	4,587	4,374	4,199	4,225	4,007
20 - 24	5,709	7,877	8,293	7,292	8,091	6,957	7,909	6,737
25 - 34	11,311	14,887	18,244	18,914	17,925	18,401	17,649	17,967
35 - 44	10,464	10,619	14,396	16,918	14,218	16,593	14,108	16,395
Females								
16 - 44 years old	19,780	27,823	39,220	43,603	37,620	41,108	35,976	38,808
16 - 19	3,241	4,267	4,457	4,546	4,192	4,139	3,887	3,749
20 - 24	4,874	6,556	8,053	7,508	7,742	7,086	7,428	6,626
25 - 34	5,698	9,848	15,190	16,938	14,607	16,063	13,873	15,087
35 - 44	5,967	7,152	11,520	14,611	11,079	13,820	10,788	13,346

Projected Percentage Change, 1985/1977, 1990/1977

	High		Intermediate		Low	
Males	1985/77	1990/77	1985/77	1990/77	1985/77	1990/77
16 - 44 years old	+ 18.6%	+ 24.3%	+ 16.3%	+ 20.3%	+ 14.4%	+ 17.6%
16 - 19	- 7.9	- 8.0	- 12.2	- 15.8	- 15.2	- 19.6
20 - 24	+ 5.3	- 7.4	+ 2.7	- 11.7	+ 0.4	- 14.5
25 - 34	+ 22.5	+ 27.0	+ 20.4	+ 23.6	+ 18.5	+ 20.7
35 - 44	+ 35.6	+ 59.3	+ 33.9	+ 56.3	+ 32.8	+ 54.4
Females						
16 - 44 years old	+ 41.0	+ 56.7	+ 35.2	+ 47.7	+ 29.3	+ 39.5
16 - 19	+ 4.4	+ 6.5	- 1.8	- 3.0	- 8.9	- 12.1
20 - 24	+ 22.8	+ 14.5	+ 18.1	+ 8.1	+ 13.3	+ 1.1
25 - 34	+ 54.2	+ 72.0	+ 48.3	+ 63.1	+ 40.9	+ 53.2
35 - 44	+ 61.1	+104.3	+ 54.9	+ 93.2	+ 50.9	+ 86.6

Source: Based on U.S. Bureau of Labor Statistics projections, Handbook of Labor Statistics (Bulletin 2070), December 1980.

LABOR FORCE/EMPLOYMENT

Women in the Labor Force

The rapid growth in the participation rate of females in the U.S. labor force has been one of the most important economic and social developments of our times. The ratio is expected to increase during the 1980's, but at a somewhat slower pace. Since the upcoming generation of women is much better educated and its members have quite different professional capacities and expectations than in the past, a higher proportion of total personal income may represent the earnings of women in the future.

Women's Labor Force Participation Rate
1950-1980 by Age 18-44
(Percent of Population in Labor Force)

Age	1950	1960	1970	1979	1980
18 - 19	51.3	50.9	53.6	62.9	62.3
20 - 24	46.0	46.1	57.7	69.1	69.2
25 - 34	34.0	36.0	45.0	63.8	65.5
35 - 44	39.1	43.4	51.1	63.6	65.5

Among women 25-34 years of age who were single (never married) in 1979, 83.2% were in the labor force compared with 57% of women of this age who were living with their husbands.

Labor Force Participation Rates of Women 16 - 44 Years of Age
By Marital Status, 1979
(Percent of Population in Labor Force)

	All Women in Specified Age Groups	Never Married	Married, Husband Present	Married, Husband Absent	Divorced	Widowed
Total 16 & over	50.7	62.7	49.4	58.8	74.0	22.6
Selected age groups:						
16 - 19	50.9	50.7	51.2	54.1	*	*
20 - 24	68.7	74.6	61.2	64.3	85.8	*
25 - 34	63.5	83.2	57.0	65.5	81.7	54.4
35 - 44	63.6	77.1	60.3	63.2	82.7	52.9

*Rate not shown as base is less than 75,000.

Source: U.S. Bureau of Labor Statistics, Perspectives on Working Women: A Databook, Bulletin 2080 (October 1980).

As to the future course of labor force participation among women, the U.S. Bureau of Labor Statistics points out that the economic climate which supported the strong growth in the 1970's is changing, and there are already indications that the growth in women's labor force participation may be slowing, perhaps temporarily.

(continued)

Women in the Labor Force (continued)

The slowdown may not hit all age groups, however. Women 25-34 accounted for more than half the increase in the number of female workers during 1980. While these young women have been at the forefront of female labor force gains in the past decade, this growth was substantially greater than for most previous years. In 1980, 65% of women 25 to 34 were working or looking for work in 1980, including 57% of the mothers in these age groups.

Employment by Occupation

The U.S. Bureau of Labor Statistics has made an analysis of employment by age and by sex in terms of major occupational groups. Among males age 20-24, the largest percentage were in blue collar occupations, with craft workers (such as carpenters, mechanics, construction workers, etc.), accounting for 21.4% of employment in this age group in 1980. Operatives (except transport) accounted for 16.3% of the 20-24 males employed in 1980.

Among males 25-34, again the largest group were craft workers (22.4%); however, over 19% were classified as professional/technical workers (doctors, health workers, teachers, lawyers, etc.); 13.3% were managers or administrators. Comparable figures for the 35-44 year old males were 22.4%, 18.9% and 18.6%, respectively.

The pattern among women 18-44 years of age is quite different. The largest concentration was in clerical work (secretaries, typists, other clerical workers), with the figures ranging from 42.4% of employed women 20-24 years of age down to 33.8% of women 35-44. The professional/technical group included 14.2% of working women 20-24, 23.7% of those age 25-34, 19.2% of women age 35-44.

(continued)

Employment by Occupation (continued)

Employed Persons Age 18-44, by Sex, in 1980
(Numbers in thousands)

Men	Total	18-19	20-24	25-34	35-44
Total employed	36,030	2,384	7,264	15,230	11,152
White collar workers	14,960	440	2,214	6,874	5,432
Professional/technical	5,919	74	787	2,946	2,112
Managers/administrators (except farm)	4,584	52	424	2,031	2,077
Sales workers	2,119	119	389	941	670
Retail	755	97	222	288	148
Other	1,363	22	167	653	521
Clerical/office	2,338	195	614	956	573
Blue collar corkers	17,054	1,396	4,045	6,909	4,704
Craft workers (carpenters, mechanics, etc.)	7,850	382	1,554	3,413	2,501
Operatives, except transport	4,408	396	1,184	1,750	1,078
Transport equipment operatives	2,134	125	470	879	660
Nonfarm laborers	2,662	493	837	867	465
Service workers	2,943	436	765	1,061	681
Farm workers					
Managers	524	11	72	218	223
Laborers	550	102	168	168	112
Women					
Total employed	27,680	2,188	6,359	10,991	8,142
White collar workers	18,859	1,276	4,293	7,849	5,441
Professional/technical	5,153	77	905	2,609	1,562
Managers/administrators	1,783	46	298	787	652
Sales workers	1,689	244	403	567	475
Retail	1,152	224	312	330	286
Other	537	20	91	237	189
Clerical/office	10,234	909	2,687	3,886	2,752
Blue collar workers	3,744	267	828	1,420	1,229
Service workers	4,813	622	1,195	1,632	1,364
Farm & other workers	264	23	43	90	108

Source: U.S. Bureau of Labor Statistics, Current Population Survey.

INCOME

Households

As noted in the data on population growth, an extensive shift is underway in the income/age composition of the population, with the most rapid growth developing in the 25-44 age group. According to The Conference Board, while average household income is below average among homes headed by persons under 35, for the 35-44 age group it is about a fourth above par, and is almost 15% higher than among households with heads 55-64 years old.

The Conference Board points out that although households with heads 35-44 years old have a higher overall average income than the older group, they are in the prime years of the life cycle and at maximum size, with the result that on a per capita basis income among these households averages less than among the older group. This is a factor marketers might want to consider.

Nevertheless, the highest per capita income is found among households headed by men who are single—either never married or divorced, who tend to fall in the young adult classification. Per capita income for this group runs some 45% above the average for all households. However, this segment accounts for only 12.6% of all households and less than 7% of all persons.

By comparison, women living without husbands do not fare nearly so well. They represent almost 26% of the nation's households, and 18% of the population, including a higher percentage of older women than noted for single men. Household income for the group averages slightly more than half of the all-household average.

Young Households by Selected Characteristics, 1978

Age of Head	% of U.S. Total			Average Household Size	Average Income Index U.S. Total=100	
	Households	Persons	Income		Households	Per Capita
Up to 44 years	47.4%	53.9%	48.9%	--	--	--
Under 25	8.2	6.6	5.6	2.24	68.6	85.3
25 - 34	22.0	23.6	21.9	2.99	99.9	92.9
35 - 44	17.2	23.7	21.4	3.83	124.2	90.4

Source: The Conference Board, Across The Board (June 1980).

The Conference Board defines households that have "discretionary" or surplus income as those with incomes of $35,000 or more. The amount of supernumerary income is defined as a household's total pretax income, less $35,000. What is left over represents a market for luxury and near-luxury services and products.

During the past decade the number of homes with earnings over $35,000 (measured in constant 1980 dollars) grew some 50%, and The Conference Board estimates that in the 1980's households with that income (1980 dollars) will increase by about three-fifths, or about three times as fast as the population. This income class—$35,000 plus—is largely middle-aged, but more than 25% are households headed by persons 35-44. Households headed by persons under 35 represent less than 17% of the supernumerary income group.

(continued)

INCOME

Households (continued)

Of all households (including families and unrelated individuals living alone or together) in the U.S., 25.6% had incomes of $25,000 or more in 1979, up from 20.7% in 1978, according to the Census Bureau. Inflation is, of course, a factor in the increase; however, another important factor is the ever-growing number of double income families, where both husband and wife work full-time. Moreover, a steadily growing number of women are now entering professions rather than "jobs," with higher earning power. The number of women employed in jobs classified as "professional-technical" by the U.S. Bureau of Labor Statistics increased by 42.5% from 1970 to 1979, with the total growing from 4,576,000 to 6,519,000 women. The impact of this development is primarily in the young household market.

Earnings of married women living with husbands contributed a median 26.1% of total family income in 1978. In families with husbands under 25 years, wives' earnings contributed a median 30.0%; in the 25-44 age group, the contribution of wives showed a median 26.9%.

According to the Conference Board, almost half of the families in which both husband and wife work have heads of households who are under 35 years of age, but they will soon be moving into the 35-44 age bracket, which the Board calls "by far the most promising sector of the market—for goods and services required for everyday needs as well as for luxury and top-of-the-price line products generally." As of 1980, it was estimated that about 33% of the families in this age group had annual incomes exceeding $25,000, and that share could read 47% by 1990.

The latest available data on incomes by age of household head are from the Census Bureau, as summarized below for the 18-44 group.

Distribution of U.S. Households 18-44, by Income, 1978

	Total, Families & Unrelated Individuals 18-44	Family Total 18-44	Families (by age of head, 18-44)					
			With Male Head			With Female Head		
			18-24	25-34	35-44	18-24	25-34	35-44
Number (thous.)	40,479	29,017	3,008	11,350	9,903	777	2,128	1,851
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Income:								
Under $10,000	31.3	22.0	27.9	12.3	9.6	89.3	71.5	52.5
$10-$14,999	18.6	17.1	28.5	18.0	12.3	5.2	17.4	23.3
$15-$24,999	31.0	36.0	36.1	45.0	37.2	3.5	9.3	18.8
$25,000 & over	19.1	24.9	7.5	24.7	40.9	1.9	1.8	5.4
Median income			$13,820	$19,005	$20,479	$3,997	$6,570	$9,477

(continued)

Households (continued)

Distribution of U.S. Households 18-44, by Income, 1978 (continued)

	Unrelated Individuals (by age, 18-44)						
	Total	Male			Female		
	18-44	18-24	25-34	35-44	18-24	25-34	35-44
Number (thous.)	11,462	2,318	3,131	1,316	2,094	1,850	753
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Income:							
Under $10,000	55.0	70.2	38.7	32.9	81.4	51.3	50.5
$10-$15,999	22.5	19.2	25.8	18.8	15.2	31.6	23.2
$15-$24,999	18.0	9.8	29.0	32.1	3.3	15.0	21.2
$25,000 & over	4.5	0.8	6.5	16.3	0.1	2.1	5.1
Median income		$7,003	$11,872	$14,394	$9,008	$11,222	$12,384

Source: U.S. Bureau of the Census, Current Population Reports, Series P-60, No. 123 (June 1980).

Households in the 25-44 group with incomes of $25,000 or more numbered 5,980,000 in 1978, representing 43.3% of all households with incomes of $25,000 and up, or 7.9% of total households. The 25-44 upper-income group controlled about 17% of total aggregate money income in 1978, according to Census Bureau data. The Conference Board has estimated that this group will account for some 30% of aggregate consumer income by 1990, up from slightly more than an estimated 20% at the beginning of the decade.

Aggregate Income of U.S. Households by Age of Householder, 18-44
(Households as of March 1978. Income in 1977 Dollars)

	Total All Households (all ages)	Families/Non-Family Hshds.Tot. 14-44	Family Households (by age of head)			
			Total	14-24	25-34	35-44
Number (thous.)	76,030	36,019	28,582	3,759	13,323	11,500
Aggregate income (bils.)	$1,224.1	$597.7	$505.6	$42.4	$224.6	$238.6
Households with income $25,000 or more						
Number (thous.)	13,800	6,163	5,596	119	2,154	3,323
Aggregate income (bils.)	$ 505.1	$235.9	$215.3	$25.0	$ 70.3	$120.0
% of total:						
Households	18.1%	17.1%	19.6%	3.2%	16.2%	28.9%
Aggregate income	41.3%	39.5%	42.6%	59.0%	31.3%	50.3%

(continued)

Households (continued)

Aggregate Income of U.S. Households by Age of Householder, 18-44
(Households as of March 1978. Income in 1977 Dollars)

	Non-family Households (by age)			
	Total	14-24	25-34	35-44
Number (thous.)	7,437	2,460	3,508	1,469
Aggregate income (bils.)	$92.1	$22.9	$47.1	$22.1
Households with income $25,000 or more				
Number (thous.)	567	64	309	194
Aggregate income (bils.)	$20.6	$ 2.0	$10.7	$ 7.9
% of total:				
Households	7.6%	2.6%	8.8%	13.2%
Aggregate income	22.4%	8.7%	22.7%	35.7%

Source: U.S. Bureau of the Census, Current Population Reports, Series P-60, No. 122 (March 1980).

Singles/Unrelated Households

The Conference Board has made an analysis of the "singles" market which is broader than that encompassing only those who live alone or with unrelated individuals. Included in this definition are all individuals over age 20 but under 35 who are still living in their parental home—including a considerable number who have been forced by inflation to move back to parent's homes—as well as those living alone or in households consisting of only two individuals.

According to this definition, the singles market included something over 25 million persons in 1978, representing a fourth of the U.S. total adult population. About 35% of these singles lived with parents, according to the Board. Some three-fourths were between the ages of 20 and 24; three out of five were men. Incomes of over $25,000 were reported for 14.2% of singles age 25-34 on a household income basis—with most of these involving two earners.

(continued)

Singles/Unrelated Households (continued)

The "Singles" Household Market
By Age & Income Class-1978*

	House-holds (000,000)	Percent Distribution							Average Income ($)
		Under $4,000	$4,000-7,000	$ 7,000-$10,000	$10,000-15,000	$15,000-20,000	$20,000-25,000	Over $25,000	
All U.S. Households	76.0%	12.3%	12.7%	11.7%	18.0%	15.6%	11.5%	18.2%	$16,100
Total "singles"	10.7	11.3	12.6	15.9	24.3	16.2	10.1	9.6	13,437
Head under 25	4.1	18.1	18.6	18.6	23.1	13.2	6.0	2.4	10,097
25-34	6.6	7.1	8.7	14.2	25.1	18.0	12.7	14.2	15,533
One-person households	4.3	15.8	18.3	21.1	27.3	11.5	3.1	2.9	10,016
Head under 25	1.6	25.9	26.4	23.4	18.7	4.3	.7	.6	7,184
25-34	2.7	9.7	13.4	19.8	32.4	15.8	4.6	4.3	11,708
Two-person households	6.4	8.3	8.7	12.4	22.3	19.3	14.8	14.2	15,728
Head under 25	2.5	3.1	13.7	15.5	25.9	18.9	9.4	3.5	11,952
25-34	3.9	5.2	5.5	10.4	20.0	19.5	18.3	21.1	18,175

*Data are based on households as of 1978, income for previous year.

Source: The Conference Board, Across The Board, June 1979.

Personal

Income of individuals in the 20-44 age group is analyzed in the following table. This covers money received from all sources, including earnings, dividends, interest, etc. Of men age 20-44, 13.6% had incomes of $25,000 and over in 1979; the comparable figure for women was 1.0%.

Only 18% of men in the 35-44 age group had incomes under $10,000 compared with 63.4% of the women.

(continued)

INCOME

Personal (continued)

Persons 20-44 Years Old by Total Money Income in 1979, by Sex
(Population as of March 1980)
(Number in thousands)

	Total, 20-44 (Men & Women)		Men (Age 20-44 Years)							
			Total		20-24		25-34		35-44	
	No.	%	No.	%	No.	%	No.	%	No.	%
Total	80,651	100.0%	39,445	100.0%	9,802	100.0%	17,347	100.0%	12,296	100.0%
Without income	4,649	5.8	745	1.9	425	4.3	221	1.3	99	0.8
With income	76,002	94.2	38,700	98.1	9,377	95.7	17,126	98.7	12,197	99.2
Income:										
Under $10,000	40,290	50.0	12,660	32.1	5,884	60.0	4,559	26.3	2,117	18.0
$10,000-$14,999	14,643	18.2	8,411	21.3	2,159	22.0	4,141	23.9	2,111	17.2
$15,000-$24,999	15,259	18.9	12,255	31.1	1,202	12.3	6,346	36.6	4,707	38.3
$25,000-$34,999	3,860	4.8	3,561	9.0	95	1.0	1,546	8.9	1,920	15.6
$35,000-$49,999	1,223	1.5	1,133	2.9	20	0.2	364	2.1	749	6.1
$50,000 & over	728	0.9	684	1.7	18	0.2	172	1.0	494	4.0
Median income					$7,796		$14,814		$18,437	

	Women (Age 20-44 Years)							
Total	41,206	100.0%	10,246	100.0%	17,918	100.0%	13,042	100.0%
Without income	3,904	9.5	931	9.1	1,636	9.1	1,337	10.3
With income	37,302	90.5	9,315	90.9	16,282	90.9	11,705	89.7
Income:								
Under $10,000	27,630	67.0	8,028	78.3	11,333	63.2	8,269	63.4
$10,000-$14,999	6,232	15.1	1,059	10.3	3,169	17.7	2,004	15.4
$15,000-$24,999	3,004	7.3	199	1.9	1,609	9.0	1,196	9.2
$25,000-$34,999	299	0.7	15	0.2	121	0.7	163	1.2
$35,000-$49,999	90	0.2	9	0.2	39	0.3	42	0.3
$50,000 & over	44	0.1	6		9		29	0.2
Median income			$4,796		$6,362		$5,888	

Source: U.S. Bureau of the Census, Current Population Reports, Consumer Income, Series P-60, No. 125 (Oct. 1980- Advance Report).

SPENDING PATTERNS

As the U.S. population in terms of age groups is undergoing a shift in emphasis, the shrinking youth market and the growing importance of young adults (as well as of older Americans) is undergoing many changes in marketing strategies and product development.

Intangible divisions within adult age groups are expected to soften, if not disappear in the next two decades, according to some observers, and manufacturers and retailers may pay less attention to age and more attention to attitudes.

(continued)

SPENDING PATTERNS

The changing lifestyles of young adults, including the growing number of divorced people and singles who are setting up homes, has been a major factor in some market shifts and product emphasis. Such products as microwave ovens, specialty cars and home entertainment items are among the products that have benefited from the changing patterns in lifestyles.

However, some of the optimism based on the free-spending reputation of the young singles and of the two-income young households has had to be tempered in view of the realities of reduced real incomes, high gasoline prices, inflation, rising housing costs.

For example, the fast-growth in this segment of the population was credited with the sharp rise in restaurant business in recent years. Dining out appeared to be a necessary habit among the young single adults and young husband/wife families with two earners, and was expected to push restaurant's share of total spending for food beyond the peak of 38% reached in 1978, up to 50% by the end of the decade. However, for the last two years restaurants' share of the food dollar has been declining for the first time since World War II.

Most of the young adult population 25 to 34 years of age are married and living with their spouses. This group's members pass through two significant stages of life—household formation at one end, home ownership at the other. Thus, the market among husband/wife family groups is a highly segmented one.

An analysis of government data on consumer expenditures made by Sales & Marketing Management Magazine (July 24, 1978) showed the following on expenditures by households with 25-34-year-old heads as a ratio of typical household spending:

Category	Ratio
Food	74.3%
Alcoholic beverages	125.7
Tobacco	108.9
Housing	131.8
Household furniture, equipment	127.8
Clothing	110.8
Transportation	106.1
Health care	82.7
Personal care	89.8
Recreation	106.9
Reading	116.4
Education	55.6

The Conference Board has made analyses of the singles household market, defined as covering young adults who either live alone or with unrelated individuals. It was estimated that in 1979 this group accounted for roughly $150 billion, or one out of eight dollars, of total consumer spending for goods and services. As in data on spending patterns in the young adult husband/wife families, data on the patterns among singles also showed appreciable differences in spending habits by the various segments of that market.

(continued)

SPENDING PATTERNS

Among one-person households under 25 years of age, outlays for clothing take a less-than-average share of the total budget; and for health and personal care products, a considerably smaller share. On the other hand, spending for shelter is far above the all-country norm. But since less furniture and fewer home furnishings in general are required, spending for such items fall below the average.

Income has increased among the singles 25-34 years of age, and they are found to spend more than younger singles on food, particularly eating out, and on clothing; also on recreation and travel.

Spending Patterns Among One- & Two-Person Households
20-34 Years of Age

	Total U.S. House-holds	Singles					Singles Expenditures as Percent Total U.S.
			1-person household		2-person household		
		Total	Under 25	25-34	Under 25	25-34	
Total U.S. expenditures	100.0%	12.4	1.2	2.7	2.9	5.6	12.4%
Distribution expenditure	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Food	21.3	14.4	11.8	15.0	13.9	14.8	
At home	16.4	8.2	5.7	6.8	8.3	9.2	6.1
Away from home	4.6	5.8	5.4	7.7	5.2	5.4	15.5
Alcoholic beverages	0.9	1.5	2.0	2.8	0.9	1.1	20.0
Tobacco products	1.6	1.5	1.7	1.7	1.4	1.5	11.9
Housing	30.2	34.7	35.2	34.4	34.3	34.9	14.2
Shelter	16.5	22.8	26.4	25.0	22.4	21.3	17.2
Rented dwellings	7.2	19.0	25.9	23.4	20.2	15.1	33.0
Owned dwellings	9.0	3.7	0.4	1.5	2.1	6.1	5.0
Fuel, utilities	5.1	3.0	2.3	2.4	3.1	3.3	7.2
Housing expenses	3.8	3.4	2.7	3.1	3.1	3.7	11.0
House furnishings & equipment	4.8	5.6	3.8	4.0	5.6	6.6	14.1
Clothing	8.1	8.6	7.3	8.5	8.2	9.2	13.1
Male	2.7	2.8	2.5	3.0	2.5	2.8	12.6
Female	3.9	3.9	2.7	3.2	3.9	4.4	12.4
Clothing care, etc.	1.5	2.0	2.2	2.3	1.8	1.9	16.0
Transportation	19.8	22.5	28.1	20.5	25.4	20.7	14.0
Vehicle purchases & finance charges	9.8	12.2	16.4	10.9	14.4	10.9	15.4
Vehicle operations	9.3	9.4	10.8	8.7	10.3	9.1	12.6
Health & personal care	7.3	4.5	3.1	4.0	4.1	5.2	7.7
Recreation	8.0	9.6	9.0	10.3	9.2	10.0	15.2
Vacation trips	3.1	3.4	2.4	3.8	2.6	3.8	13.3
Other*	4.9	6.4	6.6	6.5	6.6	6.2	16.2
All other	2.8	2.5	1.8	2.8	2.6	2.6	11.2

*Includes owned vacation homes, televisions, boats, aircraft, wheeled goods and other.
Note: Distribution of expenditures based on United States Department of Labor Consumer Survey, 1972-73. Subitems do not always add up to the major category total because of minor items not shown separately.

Source: The Conference Board, Across the Board, July 1979.

SPENDING PATTERNS

In 1977 a study of the purchasing patterns of households with annual incomes of $20,000 or more was conducted for Ziff-Davis Publishing Co. by Yankelovich, Skelly & White.

According to this survey, there were substantial behavioral differences in the purchasing decision process of young adult (18-34) consumers compared with older groups in regard to big ticket items. The younger customers are more apt to be first time buyers, shop more carefully and take longer to make up their minds than the older customers. Younger customers are also more price conscious and are more likely to seek advice and consult advertising.

College Students

There has been a marked change in the attitudes and outlook of the young population 18 to 24 years old in recent years. As pointed out in Men's Wear Magazine (April 13, 1981), the young men's market is strikingly different today than in the 1960's and 1970's when it was groping for identity and spent excessively to look different. Today there is concern for the high cost of living and the need to work and make money. Tastes have become much more conservative and young adults feel the need to dress up under the competitive pressures in the job market.

The fact that so many students are also in the labor force has had considerable impact on apparel buying habits, and other purchasing decisions. As noted in the section on school enrollment, 46.6% of the 18-19 male population and 23.3% of the 20-24 male population are enrolled in school. About half of those in school are also in the labor force—either working or looking for jobs.

Among women age 18-24, 27% are enrolled in school, and 52% of these students are in the labor force.

The balance of the male and female population 18-24, who are not students, are employed or looking for work.

A 1980 survey of the college market by Monroe Mendelsohn was said to be the most comprehensive national study ever undertaken on the purchasing habits of full-time undergraduate college students, most of which were 18 to 23 years of age. The study was designed to obtain information on ownership or usage of specific products, travel by air, and credit cards, as well as publication readership, TV viewing and demographic information.

Data were obtained from mailings made in April and May 1980 to 6,029 students in 140 institutions, and completed questionnaires were received from 4,196 students.

FAIRCHILD FACT FILES AVAILABLE FOR 1981

CONSUMER MARKET DEVELOPMENTS (1980 Edition available now—1981 Edition will be available in December, 1981): Provides a detailed view of consumers in the U.S., including population by age and income, the labor force, employment and earnings, households and living arrangements. Also covers trends in consumer prices, in personal consumption expenditures by product classification and retail sales by store type.

THE CUSTOMER SPEAKS—1980: Supplementing the comprehensive reports on fall/winter and spring/summer wardrobes (published in THE CUSTOMER SPEAKS, 1979 FACT FILE), this report covers details on buying practices in relation to specific types of women's wear, as well as information on reactions to price increases, attitudes toward stores and sales help, views regarding quality levels in specific types of apparel and more. Findings are based on a nationwide survey among a representative sample of women and are presented in terms of significant demographic characteristics. ($15.00)

THE CUSTOMER SPEAKS (A FACT FILE SPECIAL EDITION): Complete findings of two nationwide surveys conducted for Women's Wear Daily among a cross-section of women on their fall/winter and spring/summer wardrobes, their new apparel acquisitions, and buying plans for next season. Also includes information on buying habits, place of purchase, activities, attitudes, and outlook. Data is analyzed in terms of demographic characteristics, employment status, fashion stance, and degree of social activity. (204 pages, $20.00)

DEPARTMENT STORE SALES (1980 Edition available now—1981 Edition will be available in January, 1982): Covers sales of department stores and the number of stores operated, listed by geographic region and state, based on buying headquarter location. Also lists branch store sales, where available. Sales information on major general merchandise/apparel retail chains, which are listed alphabetically, and a list of department stores with sales of $50 million or more, are included.

FASHION ACCESSORIES (MEN'S AND WOMEN'S): Information on a wide range of fashion accessories for men and women, including jewelry, watches, gloves, belts, handbags, small leather goods, luggage, neckwear, hats. Includes key information at manufacturer level, as well as available retailer and consumer data. Also covers important fashion developments.

FOOTWEAR (MEN'S, WOMEN'S AND CHILDREN'S) (1980 Edition available now—1981 Edition will be available in July, 1981): A statistical summary of the U.S. footwear industry and the footwear markets. Covers domestic production and shipments as well as imports. Provides retail sales and merchandising statistics and a comprehensive consumer survey conducted by Footwear News Magazine.

HOME TEXTILES: Information on the industry includes the latest data on number of manufacturers, production and shipments for a wide range of products, including bed linens, towels, blankets and comforters, slip covers, pillows, curtains and draperies. Trends in merchandising, departmental operations and consumer buying patterns are also covered.

HOUSEHOLD FURNITURE AND BEDDING: Provides industry-wide data on manufacturers' shipments of furniture and bedding (mattresses and bedsprings) and number, size and location of manufacturing firms as well as sales of leading manufacturers. Retail information includes sales in furniture and department stores, popular furniture styles and materials, and on consumer buying habits.

INFANTS', TODDLERS', GIRLS' AND BOYS' WEAR: Manufacturer data spotlights production, value of shipments, number of manufacturers, employment in the industry by company size, price trends. At the retailer level, data focuses on sales share by type of outlet and on operating ratios in department and specialty stores. Also covers data on purchases of children's wear by price line and season.

MAJOR APPLIANCES AND ELECTRIC HOUSEWARES (November): Covers a wide range of products in the major appliance and traffic appliance classifications, including heating, laundry and cooking appliances for household use, cleaning equipment, and personal care appliances. Details production and shipments, sales trends, retail merchandising results, more.

MEN'S FURNISHINGS AND WORK WEAR: Includes information on number of manufacturers, production and shipment figures on shirts, underwear, nightwear, neckwear, hats, etc., size of firms, imports and exports. Also provides data at the retail level, including sales and merchandising trends, operating ratios, and sales share by type of outlet.

MEN'S SPORTSWEAR, CASUAL WEAR, JEANS AND ACTIVE WEAR: The wide variety of men's wear items included in this broad category are covered from available information on the industry at the manufacturer, retailer and consumer level. Included is information on production and shipments, imports, exports, market trends, retail sales and consumer buying practices. Trendy data, such as developments in Western wear, designer labels and fashion jeans, are included.

MEN'S TAILORED CLOTHING/SEPARATES AND RAINWEAR (August): Manufacturer level profiled by production value of shipments, employment, size of firms. Imports from key foreign sources by unit and dollar value are covered. Data is also presented on retail sales, merchandising and consumer buying habits.

MEN'S, WOMEN'S AND CHILDREN'S BODYWEAR AND LEGWEAR/HOSIERY: A comprehensive report on these industries at the mill, retailer and consumer levels. Included are details on production and shipments, retail sales by type of outlet and on patterns in consumer spending in terms of major demographic characteristics.

SOFT SURFACE FLOOR COVERINGS: Trends in the number of manufacturers in production and value of shipments of major types of soft surface floor coverings are covered in this report. Also included are developments in fiber consumption. Retailing information includes departmental operations, estimated volume by type of outlet and trends in consumer buying.

THE TEXTILE/APPAREL INDUSTRIES (October): Industry overview, providing statistics on fibers and fabrics as well as finished goods. Includes information on industry size, concentration of sales by mill/manufacturer size, production and shipments by U.S. mills, as well as exports and imports. Covers capital expenditures and data on mill machinery.

TOILETRIES, BEAUTY AIDS, COSMETICS AND FRAGRANCES: A detailed view of the industry covering production for both the female and male market. Includes latest available industry statistics and projections, as well as data on leading manufacturers in various product categories. Consumer expenditures data, buying habits and usage of various product types are also highlighted, as well as data on sales by outlet type and advertising expenditures by major producers.

WOMEN'S COATS, SUITS, RAINWEAR AND FURS (June): Details number of manufacturers by employment size, cuttings, and value of shipments. Also covered at the industry level are price trends and imports/exports. At the retailer level, data is presented on estimates of retail volume, merchandising and operating results, and seasonal patterns in advertising. Also focuses on consumer buying habits and plans.

WOMEN'S DRESSES: Statistics on the women's dress industry, including unit-price and dozen-price dresses, trends in the number of manufacturers, and in production and shipments. Also data on fabric types and manufacturers' price lines and shipments by region of the country. Includes estimates on retail sales and data on the consumer market in terms of important demographic data.

WOMEN'S INNER FASHIONS: NIGHTWEAR, DAYWEAR AND LOUNGEWEAR (September): Data on production and shipments tracing market shifts in response to fashion changes. Imports are covered, retail trends and merchandising ratios, and data on consumer purchases by price point, store type and month.

WOMEN'S SPORTSWEAR, SEPARATES, JEANS AND ACTIVE WEAR: A statistical view of this segment of the women's wear industry is provided, including data on production and value of shipments, imports of major categories, sales by type of outlet, price points, seasonal patterns, and consumer buying habits. Also included is information on departmental merchandising and operating results, as well as important developments in retailing, such as the designer label.

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